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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Number : 10/774,093 Confirmation No.: 7127
Applicant : Daniel R. SWANSON, SR.
Filed : February 6, 2004
Title : SYSTEM AND METHOD OF USING RFID DEVICES TO
ANALYZE CUSTOMER TRAFFIC PATTERNS IN ORDER TO
IMPROVE A MERCHANT'S LAYOUT
TC/Art Unit : 2887
Examiner: : Seung H. LEE

Docket No. : 67519.001043
Customer No. : 21967

MAIL STOP AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSIVE AMENDMENT UNDER 37 C.F.R. § 1.111

Sir:

Responsive to the Office Action mailed February 14, 2008, please amend the above-captioned application as set forth below.

Please note the following:

The Current Claims are reflected in the listing of claims that begins on page 2 of this response.

Remarks/Arguments begin on page 7 of this response.